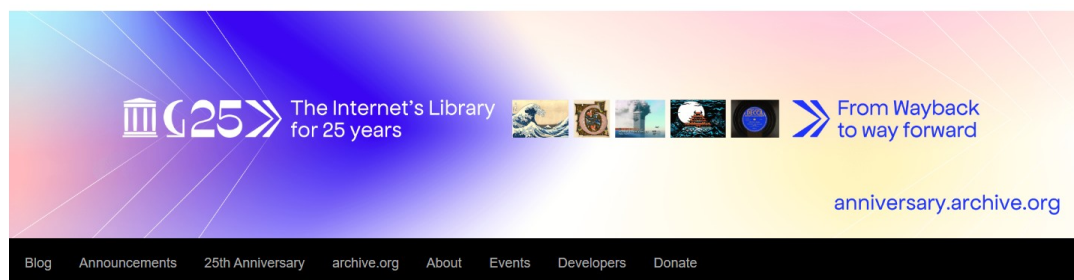


McNamara Declaration

Exhibit 96

Internet Archive Blogs

A blog from the team at archive.org



In-Library eBook Lending Program Launched

Posted on February 22, 2011 by [jeff.kaplan](#)

Internet Archive and Library Partners Develop Joint Collection of 80,000+ eBooks To Extend Traditional In-Library Lending Model

San Francisco, CA – Today, a group of libraries led by the [Internet Archive](#) announced a new, cooperative [80,000+ eBook lending collection](#) of mostly 20th century books on [OpenLibrary.org](#), a site where it's already possible to read over 1 million eBooks without restriction. During a library visit, patrons with an OpenLibrary.org account can borrow any of these lendable eBooks using laptops, reading devices or library computers. This new twist on the traditional lending model could increase eBook use and revenue for publishers.

"As readers go digital, so are our libraries," said Brewster Kahle, founder and Digital Librarian of the Internet Archive. "It's fabulous to work with such a great group of [150 forward-thinking libraries](#)." (See the list of participating libraries below.)



This new digital lending system will enable patrons of participating libraries to read books in a web browser. "In Silicon Valley, iPads and other reading devices are hugely popular. Our partnership with the Internet Archive and OpenLibrary.org is crucial to achieving our mission – to meet the reading needs of our library visitors and our community," said Linda Crowe, Executive Director of the Peninsula Library System.

A recent survey of libraries across North America was conducted by Unisphere Research and Information Today, Inc. (ITI). It reported that of the 1,201 libraries canvassed, 73% are seeing increased demand for digital resources with 67% reporting increased demand for wireless access and 62% seeing a surge in demand for web access.

American libraries spend \$3-4 billion each year on publishers' products. "I'm not suggesting we spend less, I am suggesting we spend smarter by buying and lending more eBooks," asserts Kahle. He is also encouraging libraries worldwide to join in the expansion of this pool of purchased and digitized eBooks so their patrons can borrow from this larger collection.

How it Works

Any OpenLibrary.org account holder can [borrow](#) up to 5 eBooks at a time, for up to 2 weeks. Books can only be borrowed by one person at a time. People can choose to borrow either an in-browser version (viewed using the Internet Archive's BookReader web application), or a PDF or ePub version, managed by the free Adobe Digital Editions software. This new technology follows the lead of the Google eBookstore, which sells books from many publishers to be read using Google's books-in-browsers technology. Readers can use laptops, library computers and tablet devices including the iPad.



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- [Building a Better Internet: Internet Archive Convenes DC Workshop](#)
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What Participating Libraries Are Saying

The reasons for joining the initiative vary from library to library. Judy Russell, Dean of University Libraries at the University of Florida, said, "We have hundreds of books that are too brittle to circulate. This digitize-and-lend system allows us to provide access to these older books without endangering the physical copy."

Digital lending also offers wider access to one-of-a-kind or rare books on specific topics such as family histories – popular with genealogists. This pooled collection will enable libraries like the Boston Public Library and the Allen County Public Library in Indiana to share their materials with genealogists around the state, the country and the world.

"Genealogists are some of our most enthusiastic users, and the Boston Public Library holds some genealogy books that exist nowhere else," said Amy E. Ryan, President of the Boston Public Library. "This lending system allows our users to search for names in these books for the first time, and allows us to efficiently lend some of these books to visitors at distant libraries."

"Reciprocal sharing of genealogy resources is crucial to family history research. The Allen County Public Library owns the largest public genealogy collection in the country, and we want to make our resources available to as many people as possible. Our partnership in this initiative offers us a chance to reach a wider audience," said Jeffrey Krull, director of the Allen County Public Library.

Publishers selling their eBooks to participating libraries include Cursor and OR Books. Books purchased will be lent to readers as well as being digitally preserved for the long-term. This continues the traditional relationship and services offered by publishers and libraries.

"Libraries are our allies in creating the best range of discovery mechanisms for writers and readers—enabling open and browser-based lending through the Internet Archive means more books for more readers, and we're thrilled to do our part in achieving that," said Richard Nash, founder of Cursor.



John Oakes, founder of OR Books said, "We're always on the lookout for innovative solutions to solve the conundrum of contemporary publishing, and we are excited to learn about the Internet Archive's latest project. For us, it's a way to extend our reach to the crucial library market. We look forward to the results."

For More Information

Here are [a few eBooks](#) that are only available to people in participating libraries. Libraries interested in partnering in this program should contact: info@archive.org. To use this service, please visit a participating library: www.openlibrary.org. For a list of participating libraries, see below.

###

List of Participating Libraries

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 Dupont Branch Library, Allen County Public Library
 Georgetown Branch Library, Allen County Public Library
 Grabill Branch Library, Allen County Public Library
 Hessen Cassel Branch Library, Allen County Public Library
 Little Turtle Branch Library, Allen County Public Library
 Main Library, Allen County Public Library
 Monroeville Branch Library, Allen County Public Library
 New Haven Branch Library, Allen County Public Library
 Pontiac Branch Library, Allen County Public Library
 Shawnee Branch Library, Allen County Public Library
 Tecumseh Branch Library, Allen County Public Library
 Waynedale Branch Library, Allen County Public Library
 Woodburn Branch Library, Allen County Public Library
 Adams Street Branch Library, Boston Public Library
 Brighton Branch Library, Boston Public Library
 Charlestown Branch Library, Boston Public Library
 Codman Square Branch Library, Boston Public Library
 Connolly Branch Library, Boston Public Library
 Dudley Branch Library, Boston Public Library

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 West Roxbury Branch Library, Boston Public Library
 Internet Archive
 MBLWHOI Library, Marine Biological Laboratory, Woods Hole Oceanographic Institution
 Atherton Library, Atherton, California
 Bay Shore Library, Daly City, California
 Belmont Library, Belmont, California
 Brisbane Library, Brisbane, California
 Burlingame Public Library, Burlingame, California
 Burlingame Library Easton Branch, Burlingame, California
 Cañada College Library, Redwood City, California
 College of San Mateo Library, San Mateo, California
 East Palo Alto Library, East Palo Alto, California
 Fair Oaks Library, Redwood City, California
 Foster City Library, Foster City, California
 Grand Avenue Branch Library, South San Francisco, California
 Half Moon Bay Library, Half Moon Bay, California
 Hillsdale Branch Library, San Mateo, California
 John Daly Library, Daly City, California
 Marina Public Library, San Mateo, California
 Menlo Park Library, Menlo Park, California
 Menlo Park Library Belle Haven Branch, Menlo Park, California
 Millbrae Library, Millbrae, California
 Pacifica Sanchez Library, Pacifica, California
 Pacifica Sharp Park Library, Pacifica, California
 Portola Valley Library, Portola Valley, California
 Redwood City Public Library, Redwood City, California
 Redwood Shores Branch Library, Redwood City, California
 San Bruno Library, San Bruno, California
 San Carlos Library, San Carlos, California
 San Mateo Public Library, San Mateo, California
 Schaberg Library, Redwood City, California
 Serramonte Main Library, Daly City, California
 Skyline College Library, San Bruno, California
 South San Francisco Public Library, South San Francisco, California
 Westlake Library, Daly City, California
 Woodside Library, Woodside, California
 Anza Branch, San Francisco Public Library
 Bayview/Anna E. Waden Branch, San Francisco Public Library
 Bernal Heights, San Francisco Public Library
 Chinatown/Him Mark Lai Branch, San Francisco Public Library
 Eureka Valley/Harvey Milk Memorial Branch, San Francisco Public Library
 Excelsior, San Francisco Public Library
 Glen Park Branch, San Francisco Public Library
 Golden Gate Valley Branch, San Francisco Public Library
 Ingleside Branch, San Francisco Public Library
 San Francisco Public Library, Main
 Marina, San Francisco Public Library
 Merced Branch Library, San Francisco Public Library

Mission, San Francisco Public Library
 Mission Bay, San Francisco Public Library
 Noe Valley/Sally Brunn Branch, San Francisco Public Library
 North Beach Branch, San Francisco Public Library
 Ocean View, San Francisco Public Library
 Ortega, San Francisco Public Library
 Park Branch, San Francisco Public Library
 Parkside, San Francisco Public Library
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 Western Addition, San Francisco Public Library
 The Urban School of San Francisco
 Augustana Campus Library, University of Alberta
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 Rutherford Library, University of Alberta
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 John W. Scott Health Sciences Library, University of Alberta
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 Education Library, University of Florida
 Health Science Center Library, University of Florida
 Borland Library, University of Florida
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 Library West, University of Florida
 Marston Science Library, University of Florida
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March 30, 2011 at 10:38 pm

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